In the Claims

1.   (Currently Amended)   A computer system <u>having a processor to process issue data, the</u> <u>processor</u> comprising:

a prioritization engine to receive issue data from a reporting entity via a network, the issue data reporting an issue pertaining to a system and including an identifier to identify the reporting entity; and

a user performance module to access a database, and utilizing the identifier, to retrieve performance data regarding the reporting entity from a database, the performance data indicative of a past performance of the reporting entity in reporting issues pertaining to the system;

the prioritization engine automatically to prioritize a response activity, responsive to the issue, utilizing the performance data regarding the reporting entity.

2.   (Previously Presented) The computer system of claim 1, wherein the performance data indicates a historical accuracy with which the reporting entity has previously reported issues pertaining to the system.

3.   (Previously Presented) The computer system of claim 2, wherein the historical accuracy is expressed in terms of a number of false positive issue data received from the reporting entity.

4.   (Previously Presented) The computer system of claim 1, wherein the performance data indicates a rate at which the reporting entity has previously reported issues pertaining to the system.

5.   (Previously Presented) The computer system of claim 1, wherein the user performance
module is to assess validity of the issue pertaining to the system as reported in the issue data, and
to update the performance data regarding the reporting entity based on the assessed validity of
the issue.

6.   (Previously Presented) The computer system of claim 5, wherein the user performance
module is to update the performance data by registering at least one of a false positive and a false
negative with respect to the issue.

7.   (Previously Presented) The computer system of claim 1, wherein the prioritization
engine is to communicate the issue data to an agent for performance of the response activity, the
communicating of the issue data to the agent being performed according to a priority assigned to
the issue.

8.   (Previously Presented) The computer system of claim 7, wherein the agent is to assess
the validity of the issue, and to cause of the updating of the performance data regarding the
reporting entity based on the assessed validity of the issue.

9.   (Previously Presented) The computer system of claim 7, wherein the agent is at least one
of an automated agent and a human agent.

10.   (Previously Presented) The computer system of claim 1, wherein the prioritization
engine is automatically to increment a count value indicative a number of times that the issue,
pertaining to the system, has been reported, and to prioritize the response activity utilizing the
count value.

11.   (Previously Presented) The computer system of claim 1, wherein the prioritization
engine is to retrieve a predetermined severity value associated with the issue, and to prioritize
the response activity utilizing the predetermined severity value.

12.   (Previously Presented) The computer system of claim 11, wherein the prioritization

engine is to identify an issue type for the issue, and to retrieve the predetermined severity value

utilizing the identified issue type.

13.   (Previously Presented) The computer system of claim 1, wherein the prioritization

engine is to retrieve predetermined exposure information associated with the issue, and to

prioritize the response activity utilizing the predetermined exposure information, the

predetermined exposure information indicating at least one of a loss and liability value attributed

to the issue.

14.   (Previously Presented) The computer system of claim 1, wherein the prioritization

engine is to prioritize the response activity utilizing a combination of at least two of the

performance data, a count of a number of times that the issue has been reported, a predetermined

severity value associated with the issue, and exposure information associated with the issue.

15.   (Previously Presented) The computer system of claim 1, including an incentive engine to

provide an incentive award to the reporting entity.

16.   (Previously Presented) The computer system of claim 15, wherein the incentive award is

provided to the reporting entity by the incentive engine responsive to receipt of the issue data.

17.   (Previously Presented) The computer system of claim 15, wherein the incentive award is

provided to the reporting entity by the incentive engine responsive to the performance data of the

reporting entity satisfying predetermined criteria.

18.   (Previously Presented) The computer system of claim 1, wherein the user performance

module is selectively to present an issue data report mechanism based on the performance data

indicative of the past performance of the reporting entity.

19.   (Currently) A computer-implemented method to process issue data pertaining to a
network based marketplace, the method including using a processor to perform at least a portion
of one or more of the following operations:

       receiving issue data from a reporting entity, the issue data reporting an issue pertaining to
       the network based marketplace and including an identifier to identify the reporting entity;

       utilizing the identifier, accessing a database to retrieve performance data regarding the
       reporting entity, the performance data indicative of a past performance of the reporting
       entity in reporting issues pertaining to the network based marketplace; and

       automatically prioritizing a response activity, responsive to the issue pertaining to the
       network based marketplace, utilizing the performance data regarding the reporting entity.

20.   (Previously Presented) The method of claim 19, wherein the performance data indicates
a historical accuracy with which the reporting entity has previously reported issues pertaining to
the network based marketplace.

21.   (Original) The method of claim 20, wherein the historical accuracy is expressed in terms
of a number of false positive issue data received from the reporting entity.

22.   (Previously Presented) The method of claim 19, wherein the performance data indicates
a rate at which the reporting entity has previously reported issues pertaining to the network based
marketplace.

23.   (Previously Presented) The method of claim 19, including assessing the validity of the
issue pertaining to the network based marketplace as reported in the issue data, and updating the
performance data regarding the reporting entity based on the assessed validity of the issue.

24.   (Original) The method of claim 23, wherein the updating of the performance data includes registering at least one of a false positive and a false negative with respect to the issue.

25.   (Original) The method of claim 19, including communicating the issue data to an agent for performance of the response activity, the communicating of the issue data to the agent being performed according to a priority assigned to the issue.

26.   (Original) The method of claim 25, wherein the agent is to assess the validity of the issue, and to cause of the updating of the performance data regarding the reporting entity based on the assessed validity of the issue.

27.   (Original) The method of claim 25, wherein the agent is at least one of an automated agent and a human agent.

28.   (Previously Presented) The method of claim 19, including automatically incrementing a count value indicative a number of times that the issue, pertaining to the network based marketplace, has been reported, and prioritizing the response activity utilizing the count value.

29.   (Original) The method of claim 19, including retrieving a predetermined severity value associated with the issue, and prioritizing the response activity utilizing the predetermined severity value.

30.   (Original) The method of claim 29, including identifying an issue type for the issue, and retrieving the predetermined severity value utilizing the identified issue type.

31.   (Original) The method of claim 19, including retrieving predetermined exposure information associated with the issue, and prioritizing the response activity utilizing the predetermined exposure information, the predetermined exposure information indicating at least one of a loss and liability value attributed to the issue.

32.   (Original) The method of claim 19, including prioritizing the response activity utilizing a combination of at least two of the performance data, a count of a number of times that the issue has been reported, a predetermined severity value associated with the issue, and exposure information associated with the issue.

33.   (Original) The method of claim 19, including providing an incentive award to the reporting entity.

34.   (Original) The method of claim 33, wherein the incentive award is provided to the reporting entity responsive to receipt of the issue data.

35.   (Original) The method of claim 33, wherein the incentive award is provided to the reporting entity responsive to the performance data of the reporting entity satisfying predetermined criteria.

36.   (Original) The method of claim 19, including selectivity presenting an issue data report mechanism based on the performance data indicative of the past performance of the reporting entity.

37.   (Previously Presented) Apparatus to process issue data pertaining to a network based marketplace, the apparatus including:

> prioritization means for receiving issue data from a reporting entity via a network, the issue data reporting an issue pertaining to the network based marketplace and including an identifier to identify the reporting entity; and

> performance means to access a database, and utilizing the identifier, to retrieve performance data regarding the reporting entity from a database, the performance data indicative of a past performance of the reporting entity in reporting issues pertaining to the network based marketplace;

the prioritization means automatically for prioritizing a response activity, responsive to the issue pertaining to the network based market place, utilizing the performance data regarding the reporting entity.

38.   (Previously Presented) A machine-readable medium, including at least one of solid-state memories, optical media, and magnetic media, comprising instructions which, when implemented by one or more machines, cause the one or more machines to perform the following operations:

> receive issue data from a reporting entity, the issue data reporting an issue pertaining to the network based marketplace and including an identifier to identify the reporting entity;

> utilize the identifier, accessing a database to retrieve performance data regarding the reporting entity, the performance data indicative of a past performance of the reporting entity in reporting issues pertaining to the network based marketplace; and

automatically prioritized a response activity, responsive to the issue pertaining to the network based marketplace, utilizing the performance data regarding the reporting entity.